

Diploma thesis "Analysis of the Czech Media Market in 2009 - Constructing the Audience for Sale" aims to describe what kind of information do the Czech non-expert media use when constructing their audience for sale most often, what are the sources of such information and methods used for gathering them, and to what extent are those information, and the constructs themselves, verifiable, credible and relevant. Content analysis of publicly accessible materials the media provide about their audiences will be applied. In the first part of the diploma thesis we will define the audience within the media studies discourse and from the perspective of the advertisers. We will also apply the theory of social construction of reality to describe the process of the construction of the audience for sale. Brief overview of reported media audience characteristics and research and shielding institutions in the Czech Republic will follow. In the last part of the diploma thesis we will summarize the findings from the analysis and apply them on the prediction of the future development of the construction of the audience for sale.

Complete list of media included in the analysis as well as raw data can be found in the appendix.